

**JOB TITLE****GRADE: M-14****MARKETING MANAGER/SPONSORSHIP DIRECTOR – DEPARTMENT OF PARKS,  
RECREATION AND ENRICHMENT – OFFICE OF THE DIRECTOR****DEFINITION:**

The Marketing Manager/Sponsorship Director is a management-level position responsible for the administration, coordination, development, and planning of all sponsored special events and recreational programs, and all fund-raising activities necessary to finance such events and recreational programs. Work is performed under the direct supervision of the Special Events Director and the Director of the Department of Parks, Recreation and Enrichment. This is a management-level, FLSA-exempt position.

**EQUIPMENT/JOB LOCATION:**

Work is performed at the Reverend Dr. Martin L. King, Jr. City Government Center and other venue locations held throughout the City and occasionally outside the City's parks system. Work involves the use of various computer software packages including Microsoft Office and Access, and Corel Draw, PageMaker and FrontPage, and equipment such as personal computers, printers, copying machines, fax machines, telephones, typewriters, calculators and other research devices. Duties are typically performed weekdays from 8:30 a.m. to 5:00 p.m., however, this position requires employee to work on a significant number of evenings, weekends, and holidays. Flexibility to change hours subject to events and work schedules.

**ESSENTIAL FUNCTIONS:**

Responsible for the marketing, promotions, public relations, establishment and management of sponsor relations for the Department of Parks, Recreation and Enrichment; responsible for the solicitation of corporations, businesses, foundations and private groups and individuals for both financial contributions and in-kind services; responsible for the promotion, planning and advertising for all special events on a local, state, national and regional level; responsible for recruiting, scheduling, training, supervising volunteers for various special events and recreational programs; responsible for obtaining funding necessary for the various events organized by the Recreation Director, including but not limited to Romper Day, Soccer Tournaments, Volleyball Tournaments, etc; responsible for writing grant proposals to obtain available State and Federal Agency Funding and to various Foundations to obtain funding for artistic and entertainment purposes; responsible for monitoring expenditures and revenues related to the various special events accounts. Serves as acting Special Events Director in the absence of the Special Events Director with all special events. Maintains current funding sources and develops new ones. Creates and maintains a positive relationship between the City and special events sponsors. Represents the City on a number of special projects both directly and indirectly related to

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Department of Parks, Recreation and Enrichment, and City activities. Makes recommendations regarding the procurement of materials, equipment and supplies. Maintains regular, punctual and predictable attendance. Reports to work and remains at work in a productive condition which includes not being under the influence or impaired by the use of alcohol and/or drug. Establishes and maintains an effective working relationship with supervisors, co-workers and the general public. Completes all assignments in an efficient, consistent and timely manner.

**NON-ESSENTIAL FUNCTIONS:**

Set-up and tear-down stages, kiosks, etc., and other heavy lifting/carrying up to 50 pounds, unassisted.

**REQUIRED KNOWLEDGE SKILLS AND ABILITIES:**

- Thorough knowledge of marketing, promotions, public relations, establishment and management of sponsor relations.
- Thorough knowledge of accounting principles and practices.
- Thorough knowledge of trends in amusement, entertainment and leisure services industries.
- Excellent personal computer skills in a Windows operating system environment utilizing Microsoft Office and Access, and Corel Draw, PageMaker and Front Page.
- Excellent sponsor solicitation skills.
- Ability to communicate effectively in written and oral form.
- Ability to establish and maintain effective working relations with supervisor, co-workers, community groups, businesses, and non-profit corporations.
- Ability to handle multiple tasks.
- Ability to prepare letters and documents in proper grammatical and spelling order.
- Ability to generate support for special events and programs from public and private groups and organizations as well as the general public.
- Ability to create and maintain accurate records.
- Ability to create, coordinate, and implement various concert performances, entertainment programs and recreational/leisure activities.
- Ability to recruit and train volunteers.
- Ability to anticipate and meet project schedules and deadlines.
- Ability to excel in a team environment, supportive of proper management, goal achievement and adherence to a chain-of-command in performing duties and making decisions.

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**QUALIFICATIONS:**

Bachelor's Degree in Marketing, Business Administration, Public Relations, Promotions/Sales, or related field, plus four years of fund-raising/grantwriting experience of which two years must be in marketing relating to special events or entertainment. Any combination of experience and education that meet the minimum requirements may be substituted. Valid PA driver's license, class C, or equivalent.